

FLAGSTAFF REGIONAL PLAN

TECHNICAL EDITING, GRAPHIC DESIGN AND WEBSITE DESIGN PROPOSAL

RFP No. 2013-10

October 3, 2012

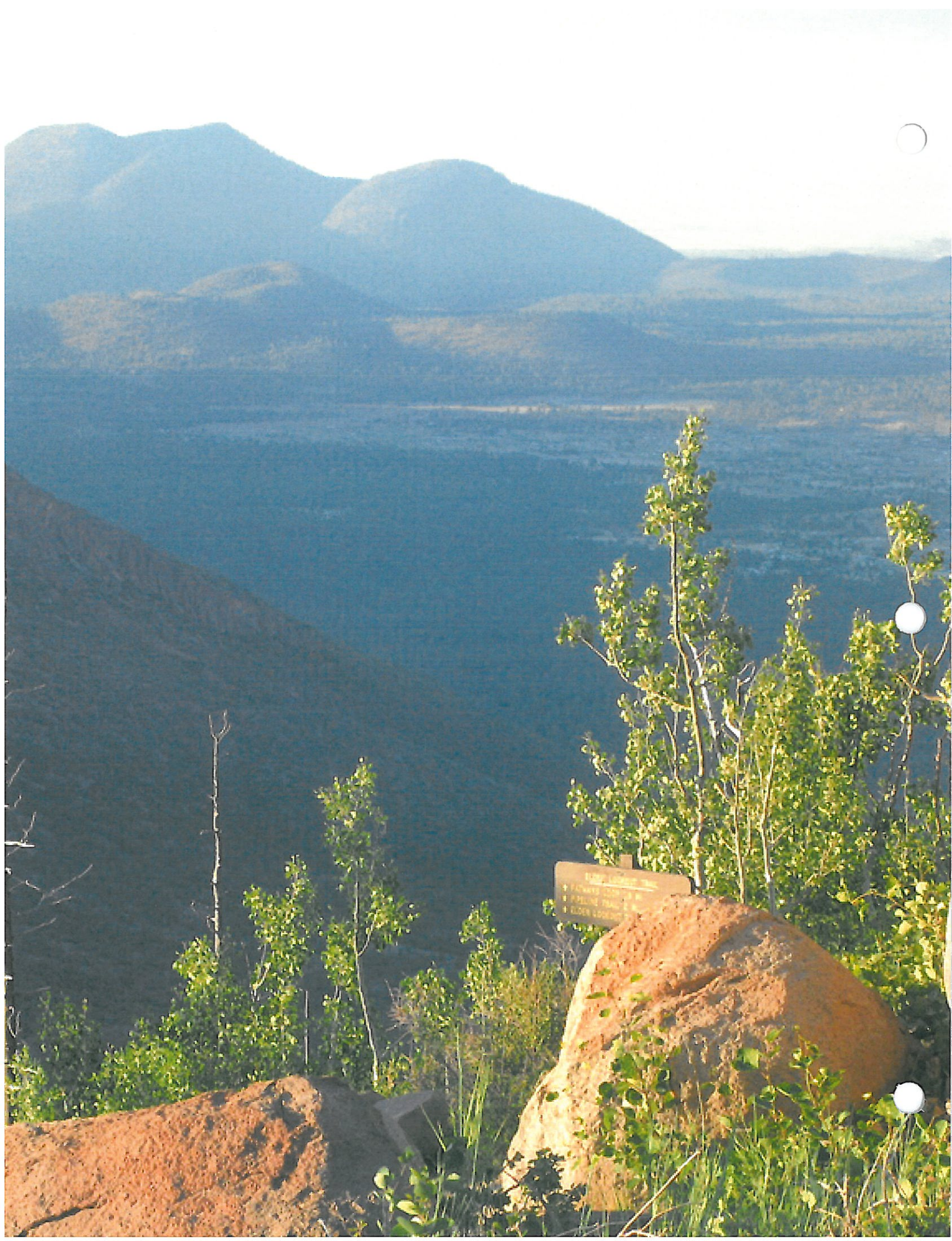
Prepared by Nelson\Nygaard Consulting Associates



In association with BlinkTag



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October 1, 2012

City of Flagstaff
Management Services – Purchasing Division
211 West Aspen Avenue
Flagstaff, AZ 86001
Attention: Rick Compau

Re: Flagstaff Regional Plan Technical Editing, Graphic Design and Website Design
(RFP# 2013-10)

Dear Mr. Compau,

On behalf of Nelson\Nygaard Consulting Associates, Inc., I am pleased to submit this proposal to assist the City of Flagstaff and the surrounding region by bringing its regional planning effort to fruition through our accomplished expertise in technical editing, graphic design, and website design. As a team of urban planners and design specialists, we understand this important effort and the groundwork that it will set for the future. We also understand the immense amount of effort, feedback, and iteration that has already gone into compiling the current Regional Plan draft and the future effort required to fully document the region's collective voice. Also, we recognize that content alone cannot reach its full potential to captivate and inspire an audience. Effective editing and inspirational design is critical, and combining these elements will ensure that the Regional Plan engages, illustrates, and reflects the collective goals of the Flagstaff community.

We have assembled a team of planning, design, and web experts that marries the four key elements needed for this project:

1. **Document design and production:** Our design staff creates effective layouts and works with large-content documents similar to the Regional Plan on a regular basis.
2. **Interactive website expertise:** We've partnered with web development experts BlinkTag to provide the unique insight that comes from building websites for planning and transportation projects.
3. **Technical editing:** Our staff understands the art of taking technical information and translating it for a range of audiences—planners, policymakers, and the general public.
4. **A planner's perspective:** Through the lens of our regional planning experience, our knowledge of planning processes will help us produce high-quality deliverables that meets the Core Planning Team's goals.

We believe that our team's composition and expertise in these four areas, coupled with our previous experience working in Flagstaff, will produce a product that exceeds the goals outlined in this RFP. It is our intention to create a graphically enticing and thoughtful Regional Plan document and website that will serve as a model for the Flagstaff community and other regional planning efforts nationwide.

This proposal has been submitted in accordance with the terms and conditions specified in the request for proposals (RFP) document and is valid for 120 calendar days from the date of submission, October 3, 2012. We look forward to discussing our proposal with you, and should you have any questions during your evaluation, please contact our proposed project manager, Paul Supawanich, at psupawanich@nelsonnygaard.com.

Sincerely,

A handwritten signature in black ink that reads "Paul Jewel". The signature is written in a cursive, flowing style with a large initial "P".

Paul Jewel
Principal and Chief Operating Officer

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REQUIRED FORMS

A. Organization

A ORGANIZATION

Nelson\Nygaard Consulting Associates, Inc. is a California-based transportation planning firm that focuses exclusively on planning for alternatives to the single-occupant vehicle. The firm was founded as a partnership in 1987 by two former managers of the San Francisco Municipal Railway: Bonnie Nelson and Diane Nygaard. Today Nelson\Nygaard is one of the top transportation planning firms in the United States and has over 70 professional planners assigned to offices in San Francisco (headquarters), Portland, New York City, Boston, and Seattle.

Nelson\Nygaard is distinguished by its commitment to planning transportation systems and identifying mobility improvements that help build and support vibrant, sustainable communities. Covering all modes of transportation, we specialize in transit, transit-oriented development, accessibility, and tools that balance the needs of each mode.

DESIGN SERVICES

Nelson\Nygaard recognizes that effective and clear communication is a vital component to successful planning efforts. Thus, our firm is unique in having a team of visual and design experts on staff to ensure that our deliverables meet the highest standards in effectively conveying technical information and presenting themselves as attractive, engaging and easy to comprehend.

Our Creative Services department integrates graphic design, website design, print production, branding, and cartography for planning and transportation projects. Work includes document layout and design, logo development, map and schedule brochures, and website design. We are pleased to share some of our sample work as part of this proposal.

CORPORATE OFFICERS

Our corporate officers are all based in our San Francisco office and collectively have over one hundred years of transportation planning experience.

Bonnie Nelson	President
Linda Rhine	Vice President
Paul Jewel	Chief Operating Officer
Jeffrey Tumlin	Secretary
Richard Weiner	Principal



Paul Jewel, our proposed Principal-in-Charge is currently involved with the NAIPTA Long Range Planning effort.

B. Approach

B APPROACH

PROJECT UNDERSTANDING

In 2001, the City of Flagstaff adopted the Regional Land Use and Transportation Plan. This document has guided growth and development within the City of Flagstaff and surrounding region for the past decade. An update of this plan has been underway for the past several years and has been a joint effort between numerous entities including the City of Flagstaff, the Flagstaff Metropolitan Planning Organization (FMPO), and Coconino County. This effort has incorporated a grass-roots planning process, engaging members of the community and city and county staff to develop a document that will guide future growth in the region.

Two key groups within the plan include the Regional Plan Citizen Advisory Committee (CAC) the Core Planning Team, and the Steering Committee. The CAC includes members from both the city and county. The Core Planning Team includes members from Coconino County, the City of Flagstaff, the FMPO. The Steering Committee several other council members, county supervisors, and city staff.

Currently, the most recent draft of the Flagstaff Regional Plan was released for Citizens Advisory Committee Review on July 1, 2012. This comprehensive document includes the plan's vision, scope, and guiding principles—and a comprehensive review of existing conditions, trends, and proposed policies and goals. This document is supplemented by various other materials such as presentations, staff memos, and other draft documents, which can be found on the project's website and blog.

We understand that the existing plan compiles a wealth of information-gathering and public input over the document's lifetime; however, the document currently lacks a consistent policy tone. Furthermore, there are numerous figures (charts and tables) that provide basic information, but could be enhanced to strengthen their meaning and their visibility to the general public.

The goals and policies for all of the elements of the Regional Plan will be formally adopted by the Coconino County Board of Supervisors and Flagstaff City Council before being ratified by local voters in 2014.

KEY HIGHLIGHTS OF OUR APPROACH

Our proposed approach will follow the three phases that have been outlined in the RFP. We believe that by spending ample time in Phase I to get the major elements “right,” this will help reduce any excess or lost time in Phase II and Phase III of the project. Our team has worked together in the production of numerous plans and documents. Based on this experience, we have developed a highly efficient work flow for document production. This process is articulated in our proposed scope of work and design and production schedule. In addition, our scope is premised on a core team that works together on a regular basis—helping ensure consistency in content, print production, and web production. Lastly, we have detailed our scope of work to outline a very clear process that ensures that all independent (and concurrent) deliverables can be met within the proposed schedule and budget.



SCOPE OF WORK

PHASE I (OCTOBER-DECEMBER 2012)

In Phase I of the project, several concurrent, yet discrete processes are required. These include design and revisions of document content, logo and branding, document template and website design. We have clearly outlined our envisioned process for these tasks and separate review processes for each. While we understand that some of these deliverables will have overlap, we want to ensure that each task can function independently to ensure the project moves swiftly and efficiently.

1.1 Project Kickoff and Scope Refinement

Nelson\Nygaard will meet with Core Planning Team staff to review and refine the objectives and scope of work. Based on feedback and comments, we will prepare and finalize the work scope, budget, and schedule. At this meeting, we will define dates for all deliverables and establish timeframes needed for Core Planning Team review of these deliverables. If selected, we propose having this meeting as soon as possible (via web or in-person) to be able to begin work on the project.

1.2 Review Style Guide and Information Sharing

At the outset of the project, we intend to work with the Core Planning Team to ensure that our staff reviews the most recent and up-to-date information regarding the Regional Plan Style Guide, and concurrent planning efforts that should be referenced in the Regional Plan. Furthermore, we will review other similar documents and websites with the Core Planning Team to ensure that we fully understand what elements of those products are attractive, and what should not be included in the Flagstaff Regional Plan deliverables.

1.3 Technical Editing and Iterations

Nelson\Nygaard will be responsible for correctly incorporating all suggested edits included in the spreadsheet to be provided by the Core Planning Team. In addition, the editing team will edit the entire plan for style and grammar, ensuring that it complies with the provided Project Style Guide (as defined in the RFP) and will review statistical information to ensure accuracy. The team will also ensure that text, titles, and graphics are accurate and consistent.

If necessary, the Nelson\Nygaard team will edit the text to improve clarity and ensure that the final plan is readable, and that it conveys a friendly tone for its intended audience. These edits will be incorporated into the text, and the Core Planning Team will be given the opportunity to comment on the Regional Plan Draft II produced in Microsoft Word. (The final version will be produced in a layout program such as Adobe InDesign).

The editing team will highlight any major changes or revisions as well as ones that require further clarification, so that members of the Core Planning Team will be able to easily and quickly find and respond to suggestions. Finally, the editors will coordinate with the document design and website teams to ensure consistency and accuracy across all products, and to make sure final approved content is incorporated in the document and on the website.

Deliverable:

Nelson\Nygaard will conduct all technical editing and provide one (1) opportunity for comment from the Flagstaff Core Planning Team. Once final content (document text and informational graphics supporting that text) has been agreed upon, this will be content assumed for document design and website for phase I.

1.4 Logo and Branding

Working with the existing Project Style Guide and draft materials, Nelson\Nygaard will develop a project logo and visual brand for the Regional Plan. This brand will include the overall look and feel of the printed materials and website, a color and type palette, and a visual style for document symbols, charts, and graphics. Incorporating campaign graphics developed by KDA Design will also be addressed.

We will create concepts to illustrate our logo and branding recommendations. A preview of potential document and web template layouts will also be introduced.

Deliverable:

Nelson\Nygaard will produce concepts for logo and branding. There will be two (2) opportunities for comment from the Core Planning Team. Once final logo and branding style has been agreed upon, this will be the logo and branding style assumed for document design and website for Phases I, II and III.

1.5 Document Template and Iterations

Building on the branding developed and approved in Task 1.3, Nelson\Nygaard will design template concepts in Adobe InDesign for the Regional Plan. The concepts will include a text and object style primer and sample master pages of layouts, reflecting the content of the Regional Plan. Cover, section, and interior pages will be addressed. After feedback is incorporated, a final template—complete with all styles and master layouts—will be released for document layout and production.

Deliverable:

Nelson\Nygaard will produce concepts for the Regional Plan template. We will provide one (1) opportunity for comment from Flagstaff project team staff. Once a template has been agreed upon, this will be used for Phases I, II, and III.

1.6 Document Layout and Production

Using the final content approved in Task 1.2, all text and graphics will be incorporated into the InDesign document template. Opportunities to expand and enhance informational graphics, charts, and tables will be explored.

Following approval of the document layout, the design team will perform a quality control check, verifying image quality and all formatting and pagination requirements. Print-ready PDFs and/or InDesign packaged files will be delivered for printing.

Deliverable:

Nelson\Nygaard will produce a final Regional Plan (Draft II) layout and provide opportunity for one (1) round of comments based on design. Content (document text and informational graphics supporting the text) will not be changed at this point. After comments have been incorporated, we will issue a phase I (Draft II) report suitable for printing by the end January 2013, and ready for public release in February 2013.

1.7 Website Design

Using design and branding standards created in previous tasks, Nelson\Nygaard will design and develop an interactive Regional Plan website that will include the following features:

- Clear and understandable layout and navigation.
- A content management system that enables easy content updates and revisions.
- A design consistent in style utilizing graphics and images used in the print version of the Regional Plan document
- An integrated web “dashboard” that includes up to 10 graphical dashboard elements: These graphical elements are intended to reflect performance measures or metrics in the form of charts or graphs identified in the Regional Plan.

The dashboard feature is an excellent way to provide visual examples of the measurements proposed in the Regional Plan. To ensure the viewing audience is not overwhelmed by information, only the most engaging or interesting metrics will be converted into the online dash-

board. If selected, we anticipate discussing the metrics that will be used in this dashboard in greater detail during the kick-off meeting. These graphical elements will be designed to function as a “snapshot scorecard” for how the region is keeping up with its proposed metrics and goals.

Deliverable:

Nelson\Nygaard will produce Regional Plan website templates of homepage and secondary web pages for the City’s review by December 2012. There will be one (1) round of comments based on design style and features. After agreement is reached on design style and features, Nelson\Nygaard will begin populating this website with Regional Plan content based on Task 1.2. One (1) additional round of comments will seek feedback and input on dashboard elements.

1.8 Website Implementation and Training

Once home page and secondary page designs are approved in Task 1.7, the complete Regional Plan document will be adapted for the website. We will also upload the site to a selected web host. Based on the selected host, we will suggest appropriate tools for backups and general site metrics (site traffic analytics and reporting of broken links). In Phase 1, we will provide one content management system training workshop for City staff.

Deliverable:

Nelson\Nygaard will bring website online in January 2013. We will also hold one in-person training (or alternatively, conduct webinars or create downloadable instructional videos) at the end of Phase 1.

PHASE II (JANUARY 2013–MARCH 2013)

2.1 Technical Editing and Iterations

Using consistent tone and language from Phase I (unless otherwise directed by members of the Core Planning Team), Nelson\Nygaard will make any additional refinements or clarifications based on the public input and legal review process from January to March 2013. In addition, the editing team will edit the entire plan for style and grammar, ensuring that it complies with the provided Project Style Guide. The team will also ensure that text, titles, and graphics are accurate and consistent. This assumes that all input from January to March 2013 are accepted at the March 2013 CAC meeting.

Deliverable:

Nelson\Nygaard will conduct all technical editing and provide one (1) opportunity for comment from the Core Planning Team. Once final content (text and graphical elements supporting the text) has been agreed upon, this will be content assumed for document layout and website content for Phase II.

2.2 Document Layout and Production

Based on the edits and modifications in Task 2.1, Task 2.2 will integrate these content changes (including text, infographics) into the Regional Plan template as noted in Task 1.4. There will be no changes to the design template itself for Task 2.2 but minor edits will be incorporated as needed. This assumes that all input from January to February 2013 are accepted at the March 2013 CAC meeting.



Deliverable:

Nelson\Nygaard will produce a Regional Plan (Draft III) and provide opportunity for one (1) round of comments based on layout of new elements. Template design will not be changed at this point. After comments have been incorporated, we will issue a Phase II (Draft III) report suitable for printing by April 2013.

2.3 Website Updates

Based on the final content and graphics developed in Task 2.2, Nelson\Nygaard will make updates to the Regional Plan website as needed. This will include any basic site maintenance.

Deliverable:

Nelson\Nygaard will update the Regional Plan website templates and secondary web pages by April 2013, or by the approval date of the Regional Plan (Draft III).

PHASE III (APRIL 2013-JUNE 2013)

3.1 Technical Editing and Iterations

Using consistent tone and language from Phase II (unless otherwise directed by members of the Core Planning Team), Nelson\Nygaard will make any additional refinements or clarifications based on the input process from the Planning & Zoning Commission, City Council, and Coconino County Board of Supervisors from April-June 2013. In addition, the editing team will edit the entire plan for style and grammar, ensuring that it complies with the Project Style Guide to be provided. The team will also ensure that text, titles, and graphics are accurate and consistent. We understand that after City Council and the County Board of Supervisors adopt the plan, the final draft will include their respective recommended amendments and will then go to the public for final approval.

Deliverable:

Nelson\Nygaard will conduct all technical editing and provide one (1) opportunity for comment from Flagstaff project team staff. Once final content has been agreed upon, this will be content assumed for document layout and website content for Phase III.

3.2 Document Layout and Production

Task 3.2 will integrate these content changes (including text, infographics) into the Regional Plan template as noted in Task 1.4. There will be no changes to the design template itself for Task 3.2 but minor edits will be incorporated as needed.

Deliverable:

Nelson\Nygaard will produce a final Regional Plan (Draft IV – Final Draft) and provide opportunity for one (1) round of comments based on layout of new elements. Template design will not be changed at this point after comments have been incorporated; we will issue a final draft report suitable for printing (ready by July 2013).

3.3 Website Updates

Based on the final content and graphics developed in Task 3.2, Nelson\Nygaard will make updates to the Regional Plan website as needed.

Deliverable:

Nelson\Nygaard will update the Regional Plan website templates and secondary web pages by June 2013, or final approval of the Regional Plan (Draft IV).

PROJECT ADMINISTRATION

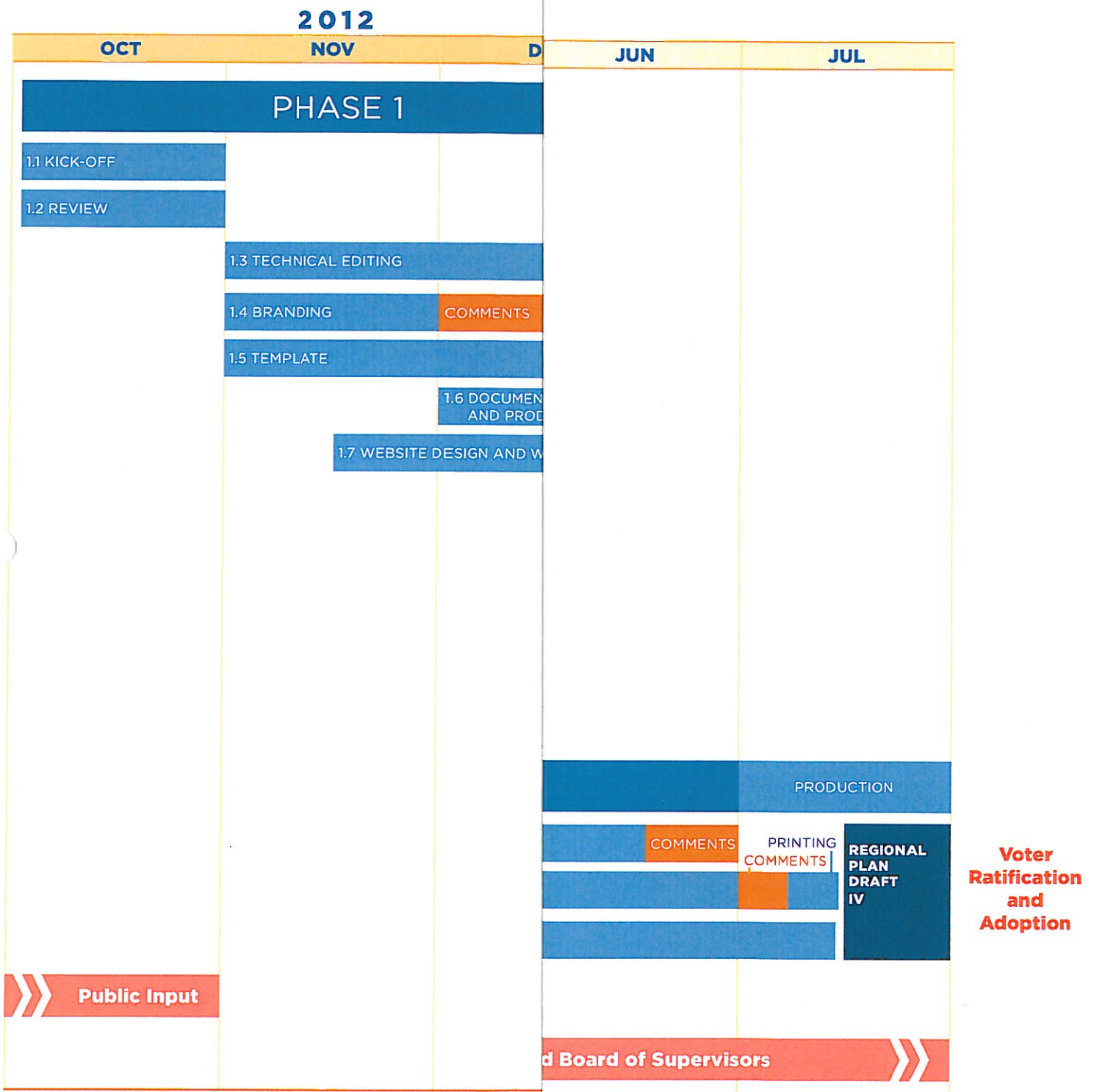
Nelson\Nygaard's management proposes Paul Supawanich as Project Manager. Paul's project management tasks will include:

- Overall and day-to-day management responsibility for the project
- Primary contact with Flagstaff Core Planning Team staff
- Assigning and monitoring tasks undertaken by other members of the project team

Due to the fast timeline and high-level of coordination as part of this project, we also would propose the following tools and protocols to ensure a smooth process throughout the project:

- Bi-weekly project conference calls to provide updates on progress and to address content issues and design questions.
- WebEx video conferencing (if needed), which allows for "face-to-face" conference calls. This software will also enable us to conduct any web trainings via the internet, with the ability to record for later viewing.
- Nelson\Nygaard currently uses both YouSendIt and Basecamp as project file sharing software. However, we can also utilize other FTP solutions as requested by the Core Planning Team.

FLAGSTAFF REGIONAL PLAN D



COMMENTS = Core Planning Team

C. Firm Expertise

C FIRM EXPERTISE

We believe that our team's multi-faceted background and wide range of expertise make us an excellent choice for this work. As noted in our cover letter, we have assembled a team of planning, design, and web experts for this project. Our key expertise in this project includes:

1. **Document design and production expertise:** While many firms have experience with graphics and design, few have experience combining those skills with large document layout. Given our work designing and producing large reports (over 100 pages) for many of our clients, we are well versed in large document design, layout, and production. We believe this skill will allow us to be very efficient in the document template process and will ensure ample time can be spent getting other elements "right," including style, logos, and color scheme.
2. **Interactive website expertise:** Our team has experience developing web platforms—with specific focus on planning and transportation-related content. In addition to Nelson\Nygaard's in-house web development expertise, we are pleased to have BlinkTag join our team. BlinkTag is a specialty web development firm with a focus on websites for city planning and transportation. They have developed web tools for data management and mapping and specialize in producing a web "back-end" that is easy to manage and update with little technical knowledge.

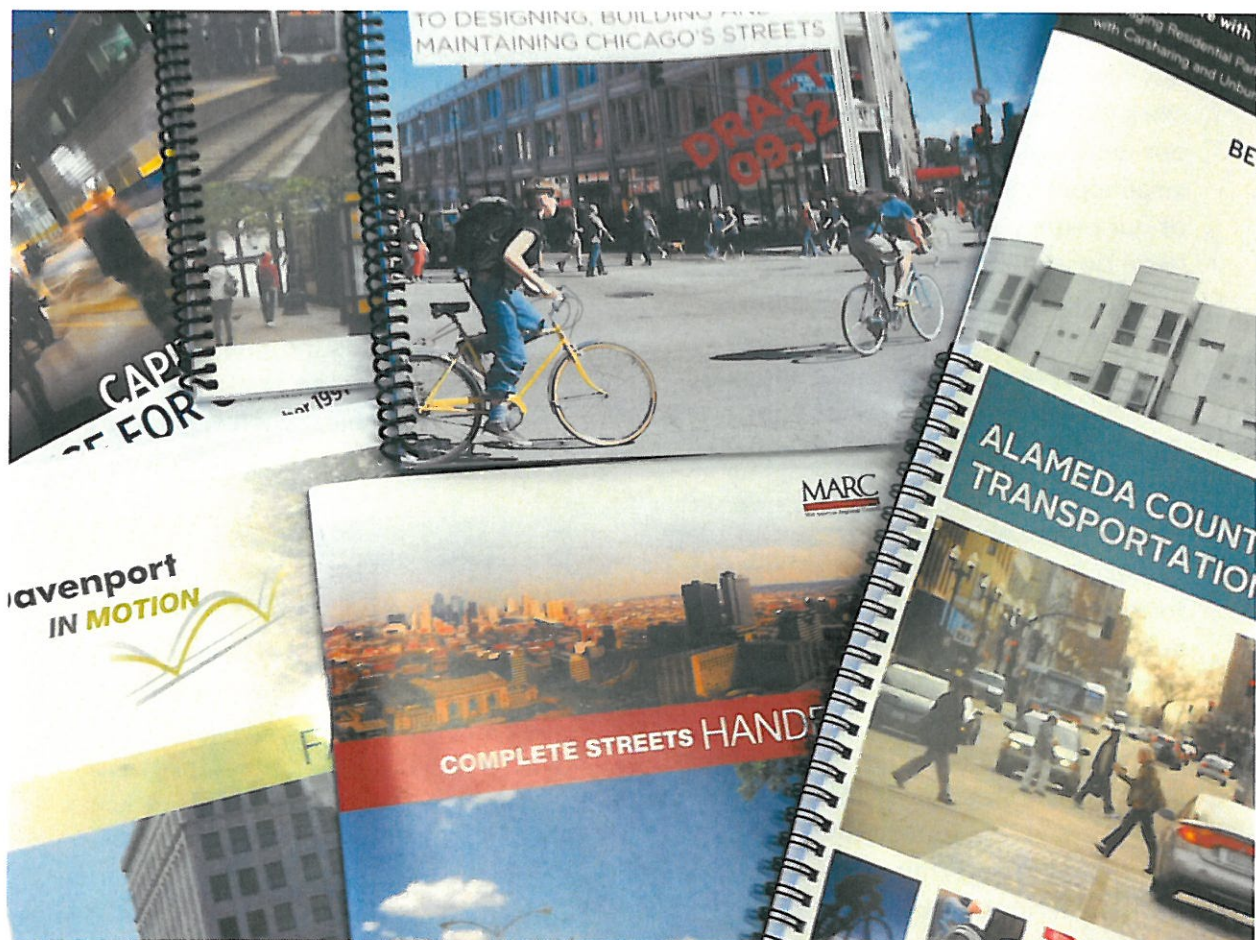
3. **Technical Editing:** Compiling technical information and making it engaging for a range of audiences: planners, policymakers and the general public is a skill that goes well beyond simple copyediting. Our staff has vast experience taking large sums of information, such as comments and public feedback, and incorporating that information into a concise and compelling document. We understand that this cannot simply entail augmenting existing content. Instead, it must ensure that the supplemental content provides clear, logical flow and remains consistent with the overall document direction and goals. Furthermore, based on our understanding of document content, we will strive to enhance existing graphics and infographics when possible—or create new infographics when warranted.

TECHNICAL EDITING EXPERTISE

Melanie Curry is specialized in the technical editing field of work and has over a decade of experience as an editor and writer with a focus on planning topics. It was her primary objective to translate academic research on a wide variety of transportation topics for lay readers at Access magazine at the University of California, Berkeley.

4. **A Planner's Perspective:** Our team can apply these technical skills through the lens of regional planning. Our grasp of planning processes provides additional insight and will help produce deliverables that meet the Core Planning Team and Steering Committee goals. We believe that our cross-disciplinary experience in planning and design will help us craft a document that effectively conveys important information—while being engaging and digestible for the casual reader.

Above all, we will strive to create attractive, engaging documents and a website that reflects the hard work and effort of the Flagstaff community.



D. Aesthetic Capabilities

D AESTHETIC CAPABILITIES

Nelson\Nygaard is highly experienced in taking technical documents and reports and presenting their contents in a cohesive, user-friendly, and visually compelling product. The Creative Services team regularly works on large scale documents for transit agencies across North America and has a wide variety of graphic design, web design, print and web production capabilities.

We practice an efficient design process, producing high-quality products under tight deadlines and budgets. This process involves thorough review and upfront investigation to understand the project goals and objectives, then translating this information into visually engaging results. We believe that a successful visual identity should be a clear reflection of your organization's values and mission. We also believe that productive and exemplary work necessitates ongoing client feedback and review, which is essential to the design process.

For the Flagstaff Five-Year and Long Range Plan, the Creative Services team recently designed a family of document layouts and templates. The overall template of this document was developed to match the desired content and audience for the plan.

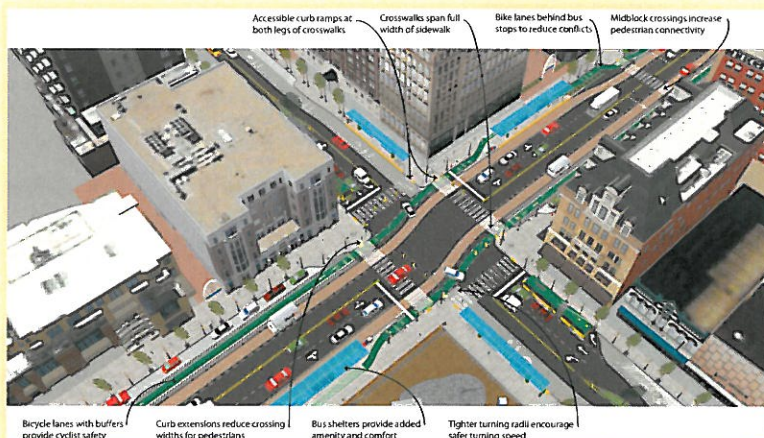
A resulting briefing book, work summary, and draft service plan report were created using these document templates, with a select color and font palette, creating uniformity across documents.

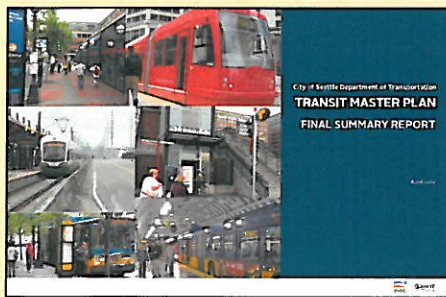
In addition to document layout, templates, and visual branding, the Creative Services team creates brochures, cartography, large scale posters, logos, and websites. We use the latest Adobe software (InDesign, Photoshop, Illustrator, and Dreamweaver) and Microsoft Word and Excel.

Additional detail about our prior work and deliverables can be found in the Experience and Qualification section (Section E).

MARC COMPLETE STREETS HANDBOOK

Nelson\Nygaard's Creative Services team helped produce several informative graphics for the Mid-America Regional Council (MARC) Complete Streets Handbook. Visualizations such as the one shown here, were devised to help convey the elements and benefits of Complete Streets to the Handbook audience.





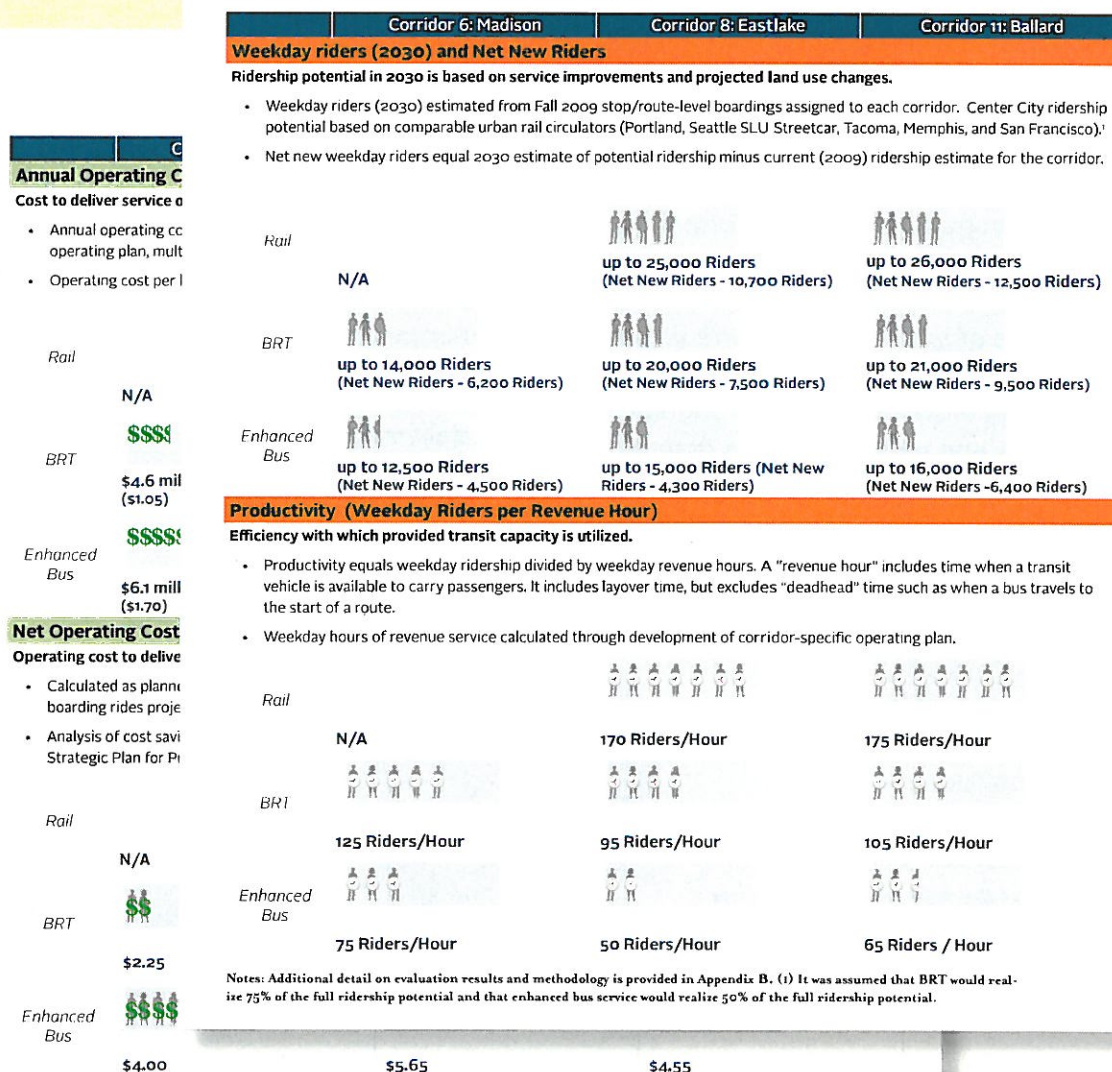
SEATTLE TRANSIT MASTER PLAN: FINAL SUMMARY REPORT

In the Seattle TMP Final Summary Report (<http://www.seattle.gov/transportation/transitmasterplan.htm>), Nelson\Nygaard identified 20-year priorities for developing transit-supportive programs and transit corridor and service investments. The TMP provides a policy framework for transit-supportive facility design and access strategies, including

coordinated pedestrian, bicycle, and transit investments to optimize benefits in the city's most important mobility corridors.

As part of the second deliverable for this project, Nelson\Nygaard's Creative Services team expanded and enhanced an existing project brand, designed a document layout and customized graphics for the Final Plan. The final deliverables were an 11 x 17 color bound document and accompanying meeting boards and graphics.

FIGURE 3-10 HCT CORRIDOR EVALUATION RESULTS



E. Experience + Qualifications

E EXPERIENCE AND QUALIFICATIONS

PROJECT EXPERIENCE

Nelson\Nygaard has produced numerous high-quality documents and websites for our clients—including our recent work for NAIPTA in Flagstaff. We are pleased to share additional samples of our work for your review. In this section, we have compiled various projects to reflect our past experience within Arizona and also a few selected

projects that reflect our document design and website experience. Contact information is provided for references within this section in addition to the Proposer's Reference Form found in Required Forms. All work shown and referenced here has been completed within the last three years (all websites are currently live).

PEORIA MULTIMODAL TRANSPORTATION PLAN

Project Description

Peoria, Arizona is a rapidly developing community in the Phoenix metro area. Recent growth and development have produced many benefits but have also produced traffic congestion and increased costs to provide services. Peoria wants to make growth more efficient, revitalize its Old Town, and improve quality of life for the city's residents. Nelson\Nygaard was hired to study how new sales tax revenue can best be used to improve transit service.

Services Provided

The study consisted of four major components:

1. How to improve and reconfigure local transit service
2. How to develop better high capacity transit connections between Peoria and the rest of the metro area, including an extension of Valley Metro light rail service and the development of BRT service
3. The development of a site plan for a transit center in Old Town
4. How to improve the city's bus stops to make them more convenient for riders, as well as more attractive

Project Duration: 2009-2011

Total Budget: \$334,000

For more information:

City of Peoria, AZ
Municipal Complex
8401 W. Monroe Street, Peoria, AZ 85345

Contact:

David Moody
Planning Director
623-773-7733
David.Moody@peoriaaz.gov



PINAL COUNTY TRANSIT FEASIBILITY STUDY

Project Description

Over the next 20 years, Arizona's Pinal County is expected to grow from 250,000 residents to over 1.9 million. This growth will place significant new demands on the county's transportation system, and create a greater need for effective transit services. To determine how to best meet these needs, Nelson\Nygaard conducted the Pinal County Transit Feasibility Study.

Project Duration: 2008-2010

Total Budget: \$173,000

For more information:

Pinal County Public Works Department
Post Office Box 727
Florence, AZ 85232

Contact:

David Maestas
Transportation Planner,
520-866-6393

Services Provided

The study tasks included a comprehensive market analysis, public outreach including stakeholder interviews, and the development of service options, ridership forecasts, and operating and capital cost estimates. The study also included governance analyses to determine the institutional structure under which service could be operated, and a financial analysis to determine how expanded services could be funded.

The study recommended that the county, its cities, and the Indian communities form a Joint Powers Organization to start service and to expand it as the county grows. These recommendations were approved by the County Board of Supervisors and the recommendations are now being implemented.



FLAGSTAFF FIVE-YEAR PLAN

Project Description

Flagstaff's Mountain Line transit system has seen tremendous growth over the past decade. In the last year alone, the addition of the Mountain Link express bus service has had a dramatic impact on ridership and connecting the NAU campus to Woodlands Village and Downtown Flagstaff. To set a course for the organization's future, NAIPTA is currently in the process of developing a five year and long range transit plan that will outline how the organization dedicates its resources and manages its growth over the next twenty years. This effort will dovetail with the existing Regional Plan effort and will support the preferred regional growth scenario as selected through the regional planning process.

Services Provided

Nelson\Nygaard Creative Services designed a family of document layouts for the project. A briefing book, work summary, and draft service plan report were created using the same document template and theme, with a select color and font palette to create uniformity across documents.

Project Duration: 2012-Present

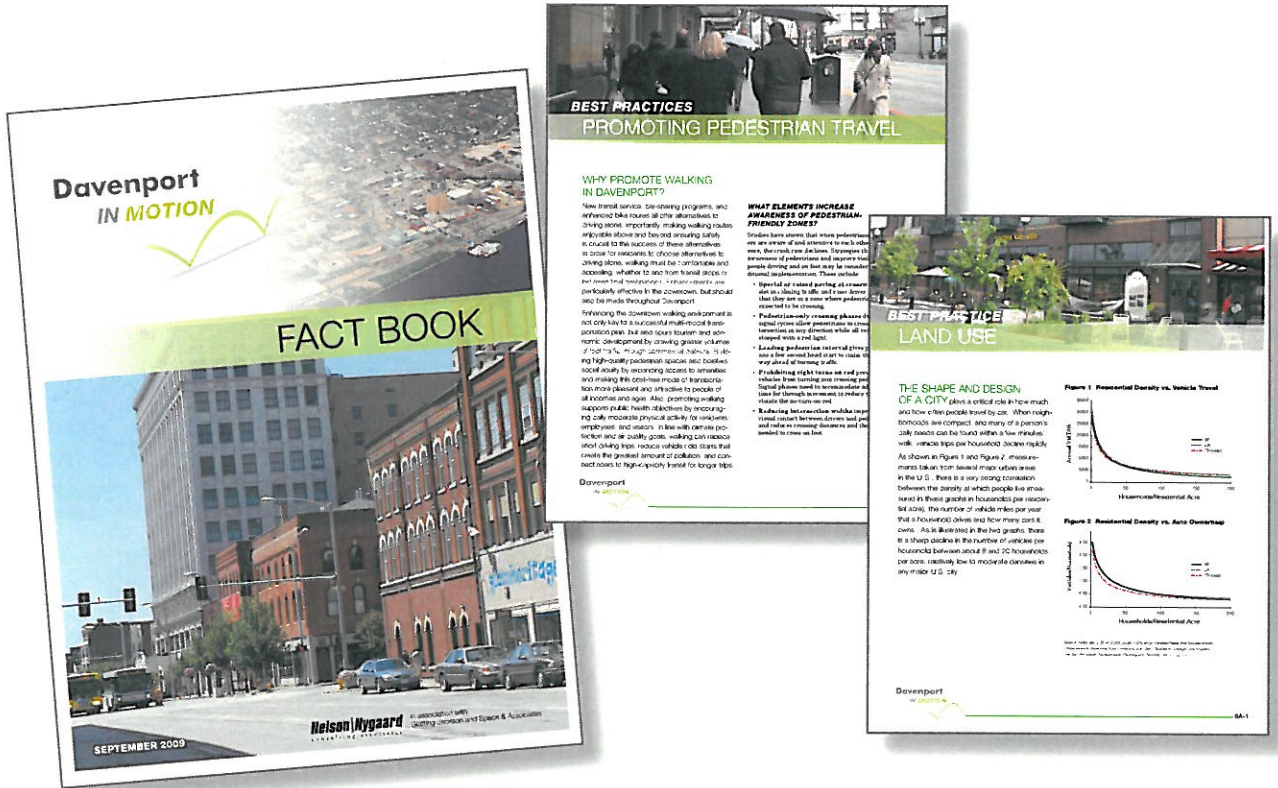
Creative Services Budget: \$10,000

For more information:

NAIPTA
3773 N Kaspar Dr.
Flagstaff, AZ 86004

Contact:

Jeff Meilbeck
NAIPTA General Manager and CEO
928-679-8909 Work
928-220-2272 Cell



DAVENPORT IN MOTION FACT BOOK DESIGN

Project Description

Nelson\Nygaard produced a Fact Book that provides Davenport, Iowa public representatives, policymakers, and citizens an accessible document that outlines existing conditions for all aspects of the transportation system, guiding principles for the City's transportation future, and best practices. Other topical considerations such as environmental impacts of transportation and using active transportation strategies to promote public health, were also addressed. This document has assisted in educating stakeholders on the many complex transportation issues at hand while providing best practices in developing a multimodal transportation system.

Services Provided

The Nelson\Nygaard's Creative Services team created the logo and visual branding for Davenport materials. A document InDesign template and PowerPoint presentation were released with sections color-coded for easy identification. This successful document design served as a model for future Nelson\Nygaard fact and briefing books.

Project Duration: 2009–2010

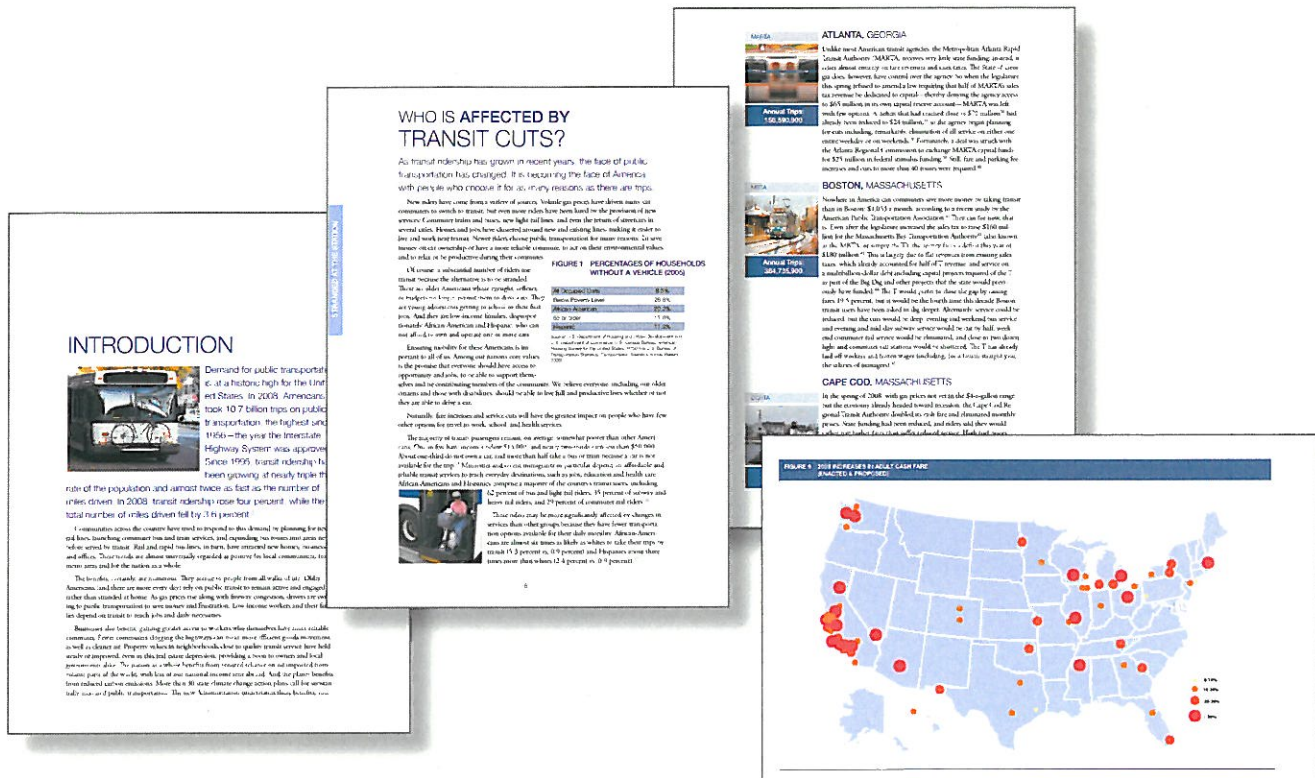
Creative Services Budget: \$13,500

For more information:

City of Davenport
102 E 2nd Street
Davenport, IA 52801

Contact:

Darrin Nordahl
City Designer
563-888-2252
dnordahl@ci.davenport.ia.us



T4AMERICA STRANDED AT THE STATION REPORT

Project Description

Nelson\Nygaard prepared a report, "Stranded at the Station," for the Transportation for America Campaign. This report described the nationwide epidemic of reduced service and increasing fares at a time of high transit ridership. The report documented conditions in 90 cities that continue to deteriorate as transit funding is further reduced.

Services Provided

The Nelson\Nygaard Creative Services team worked with the Transportation for America campaign to create a layout and supporting graphics for the report. Graphics and maps were carefully coordinated with the document branding and were developed for a non-technical audience interested in further reading and learning about current issues in transportation.

Project Duration: 2009

Creative Services Budget: \$20,000

For more information:

Transportation for America Campaign
1015 18th St. NW, Suite 601
Washington DC 20036

Contact:

Lilly Shoup
202-429-6990 ext. 207
lilly.shoup@t4america.org



TRIPGENIE

<http://tripgenie.org>

Project Description

BlinkTag built a seven-step visual guide that helps users select their place type based on density, zoning, transit, street grid, sidewalk, bicycle, and parking infrastructure information. BlinkTag imported ARUP's database of trip generation rates to inform the travel demand process with context-specific rates to more accurately predict the number and types of trips generated by diverse land uses. The project goal is to help planners, engineers, developers and public officials save money and resources from the over-allocation of road and parking space as they work to better plan places for people.

Key Feature: The interactive place type wizard helps users determine appropriate place types for their queries by answering some simple questions accompanied by illustrations and photos. Results of the queries are viewable on the web and easily exportable to excel for further analysis.

Services Provided

BlinkTag provided CMS setup, database setup, graphic design support, front-end web development, WordPress template creation, PHP development, Wordpress custom content-type development, front-end Javascript development, testing, and browser compatibility.

Project Duration: 2011–2012

Budget: \$7,600

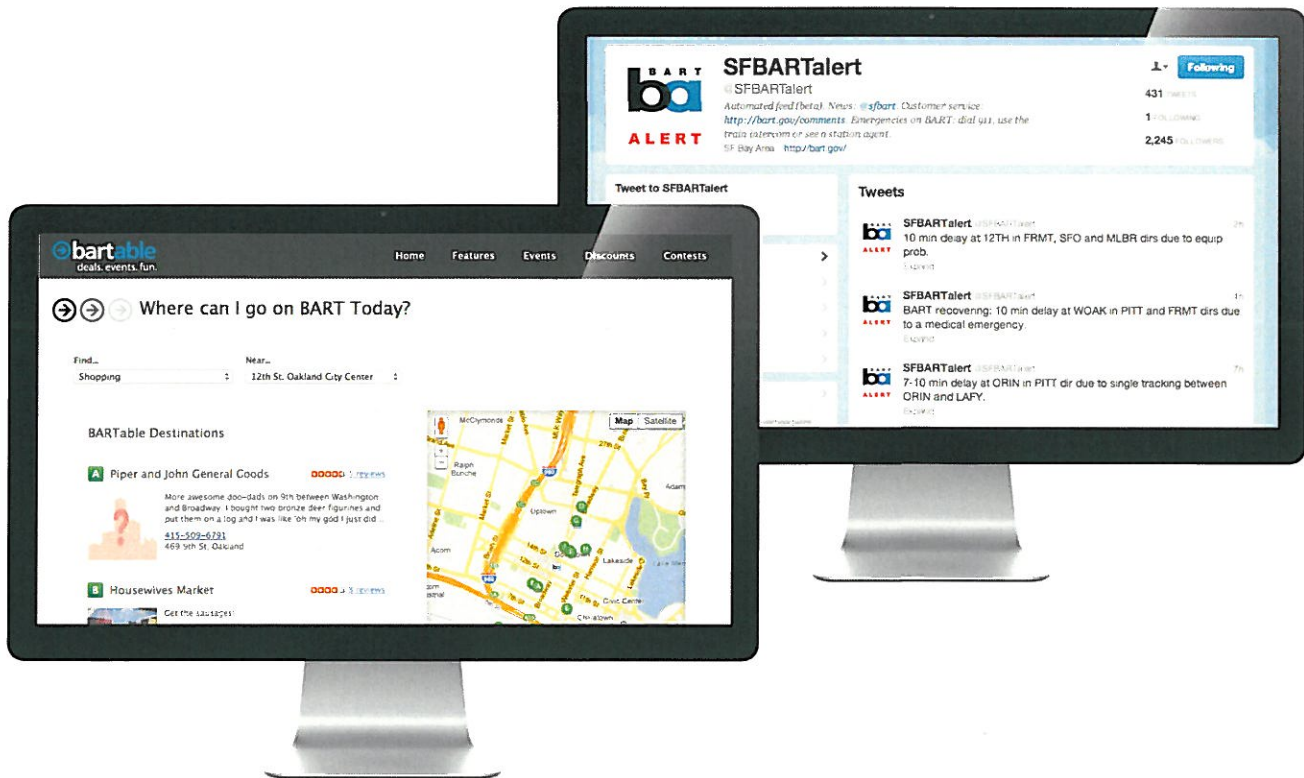
For more information:

ARUP

155 Avenue of the Americas
New York, NY 10013

Contact:

Nina Harvey
Transportation Planner
212-229-2669
nina.harvey@arup.com



BART

<http://bart.gov>

Project Description

BlinkTag was hired to develop content, improve user interface, and work on special projects for the Bay Area Rapid Transit (BART) System. In addition, BlinkTag worked with BART to develop a special purpose site called BARTable to showcase destinations, events, and interesting things near BART stations.

Key Feature: BlinkTag built the BART Apps page, set up a way for developers to submit apps to BART, created an automated Twitter account that sends out BART service announcements, and built out the BARTable site wireframes and graphic design concepts.

Services Provided

BrinkTag provided systems administration, PHP development, front-end web development, Javascript development, user experience and user interface design, wireframes, graphic design, and interactive mapping.

Project Duration: 2011–2012

Budget: \$101,400

For more information:

Bay Area Rapid Transit
300 Lakeside Drive
Oakland, CA 94612

Contact:

Tim Moore
Website Manager
510-464-7128
webmaster@bart.gov



511 CONTRA COSTA

<http://www.511contracosta.org>

Project Description

BlinkTag was hired by 511 Contra Costa (511CC), a regional transportation advocacy agency serving a large suburban county in the San Francisco Bay Area. BlinkTag designed and implemented a completely revamped website for the organization. Over the last four years, BlinkTag has bolstered 511CC's online advocacy work and grassroots marketing through consistent, innovative, and engaging social media work across Twitter, Facebook, the 511CC blog, and Foursquare.

Key Feature: BlinkTag created a lightweight WordPress template built entirely using HTML, CSS and Javascript and employing cutting-edge graphic design for site elements, integrating various forms of social media.

Recognition: In October 2011, 511CC was recognized by the Mayor of the City of Oakley for the physical and online services it provides to the community. In March 2010 511CC was mentioned alongside the EPA, BAAQMD and PG&E as organizations who effectively use Twitter to spread information and environmental awareness.

Services Provided

BlinkTag provided systems administration, PHP development, front-end web development, Javascript development, user experience and user interface design, graphic design, interactive mapping, Python development, OpenStreet Map API, Google Maps API, and social media.

Project Duration: 2007–2012

Budget: \$185,169

For more information:

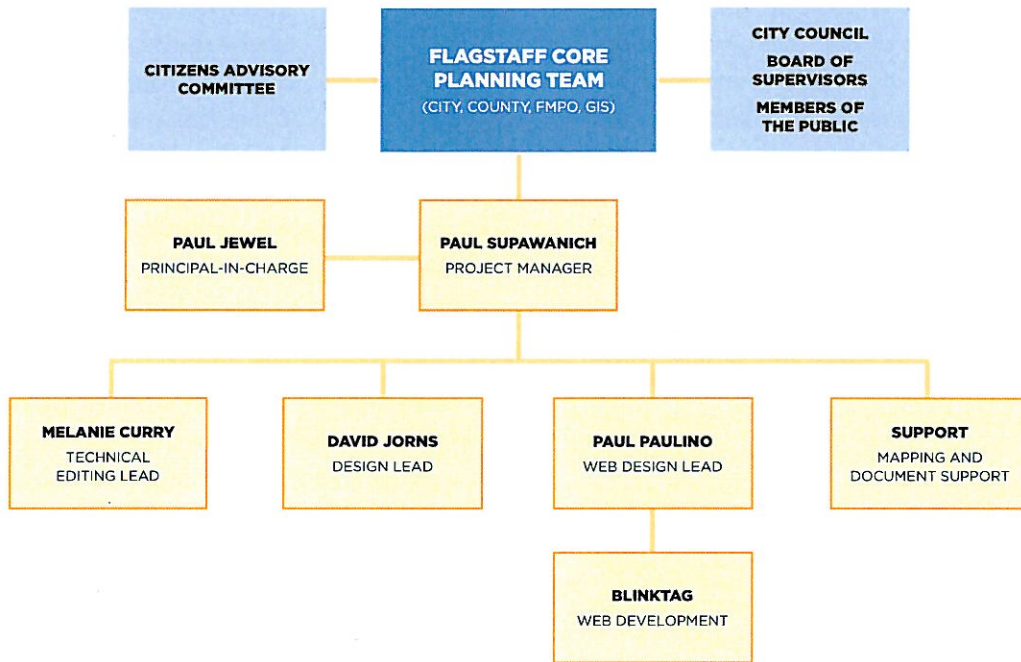
511 Contra Costa
2300 Contra Costa Blvd., Ste. 360
Pleasant Hill, CA 94523

Contact:

Corinne Dutra-Roberts
Senior Transportation Analyst
925-969-0841 x204
corinne@511contracosta.org

ORGANIZATIONAL CAPACITY

ORGANIZATIONAL CHART



To maintain strong lines of communication and an efficient workflow, we have composed a lean project team with three technical leads and Paul Supawanich, AICP, as the project manager. Paul has led numerous projects at Nelson\Nygaard and has worked in the Flagstaff region on the NAIPTA Long Range Transit Plan. As project manager, he will be the day-to-day contact for all project-related needs. Nelson\Nygaard, with a total staff of 83 full-time employees, may also bring on support staff depending on additional need and other expertise needed. Our web development task is supported by BlinkTag who will bring two of their specialists to our team. In total, our core project team will include six staff. Paul Jewel, Nelson\Nygaard's Chief Operating Officer, will serve as Principal-in-Charge for this project, overseeing quality assurance and quality controls for all outgoing Nelson\Nygaard deliverables.

NELSON\NYGAARD

PAUL JEWEL Principal-in-Charge

Paul Jewel will serve as Principal-in-Charge for the project. Paul's recent and past project experience in the Flagstaff area makes him a valuable resource; he can advise the project team on current, local transportation issues to which he has studied extensively as part of the NAIPTA Long Range Planning effort. Paul has been with Nelson\Nygaard for 17 years and will ensure all deliverables meet the highest standards before submittal.

PAUL SUPAWANICH, LEED AP, AICP
Project Manager



Paul Supawanich will serve as the project manager for this effort. Paul, Associate Project Planner at Nelson\Nygaard, specializes in non-motorized transportation and public transportation with particular experience in transit operations and integrated multimodal plans. Paul aims to bring together technical and design aspects of transportation to create inviting spaces and efficient systems, allowing transportation to function more efficiently for its users. Paul received his Bachelors of Science in Industrial and Systems Engineering from the Georgia Institute of Technology. He later received both his Masters in City Planning and Masters of Science in Transportation Engineering from the University of California, Berkeley.

PAUL PAULINO
Web Design Lead



Paul Paulino is a Senior Creative Services Specialist for Nelson\Nygaard. He has experience producing a variety of high-end documents, creative materials, presentations, and websites. In addition, Paul has expert level Adobe Creative Suite, Microsoft Office software skills, and front-end web design skills.

At Nelson\Nygaard, he has coordinated, designed, and coded websites that include the San Mateo Transit District, the Transportation Authority of Marin and the Bismarck/Mandan Metropolitan Planning Organization. In addition, he is also the webmaster for the Nelson\Nygaard website. Recently, Paul has led the design of an overall rebranding effort for the Alameda CTC Guaranteed Ride Home project. Paul received his Bachelor of Fine Arts from the Academy of Art University, San Francisco.

DAVID JORNS
Design Lead



As manager of Nelson\Nygaard's Creative Services Team, Dave Jorns leads a variety of graphic design projects for the firm. Dave has over 18 years experience in the field of graphic design and print production, including over six years in the transportation planning industry. He brings a valuable blend of creativity, passion, ideas, and leadership to each project he works on.

At Nelson\Nygaard, he oversees the design efforts of several document and print projects, from initial concept and layout through pre-press and vendor coordination. Recent examples include the Davenport Fact Book, Seattle Transit Master Plan, and Alameda CTC Countywide Plan. Dave received his Bachelor of General Studies at the University of Michigan.

MELANIE CURRY
Technical Editing Lead



Melanie Curry, Technical Editing Lead, has more than a decade of experience as an editor and writer, synthesizing and translating academic research on a wide variety of transportation topics for lay readers at Access magazine, published by the University of California Transportation Center. She conducted graduate research for the Caltrans Statewide Transit Strategic Plan, and wrote the Professional Report for her master's degree on the integration of bicycles and transit. She is skilled in both qualitative and quantitative research (literature review, interviews, data collection and analysis), report writing and editing, site analysis, presentation, and design. Melanie received her Master of Arts in City and Regional Planning, emphasis in Transportation, from the University of California, Berkeley. She holds a Bachelor of Arts in Latin American Studies, summa cum laude, University of California, Los Angeles.

BLINKTAG

Brendan Nee

By the time he co-founded BlinkTag Inc. in 2007, Brendan had already developed a reputation as a talented freelance web designer. Brendan's academic background is in transportation engineering and planning, giving him a unique sensitivity to issues of design and user interface in addition to a solid set of programming and other technical skills. Since BlinkTag's inception, he has helped build a client base of over sixty organizations, including public agencies such as the Bay Area Rapid Transit (BART), the Public Broadcasting Service (PBS), ARUP, the Governor's Office of Emergency Services, 511 Contra Costa, and the Bay Area Water Supply and Conservation Agency (BAWSCA), and non-profit planning advocacy groups (TransForm and the Irvine Community Land Trust). In addition, he has worked on interdisciplinary planning teams in Oakland, New Orleans, London, England, and Jiaxing, China. He is primarily interested in ways that web-based tools can be used by planners, principally through open data, online mapping and open source web applications. Brendan received his Master of Science in Civil Engineering from the University of California, Berkeley.

Trucy Phan

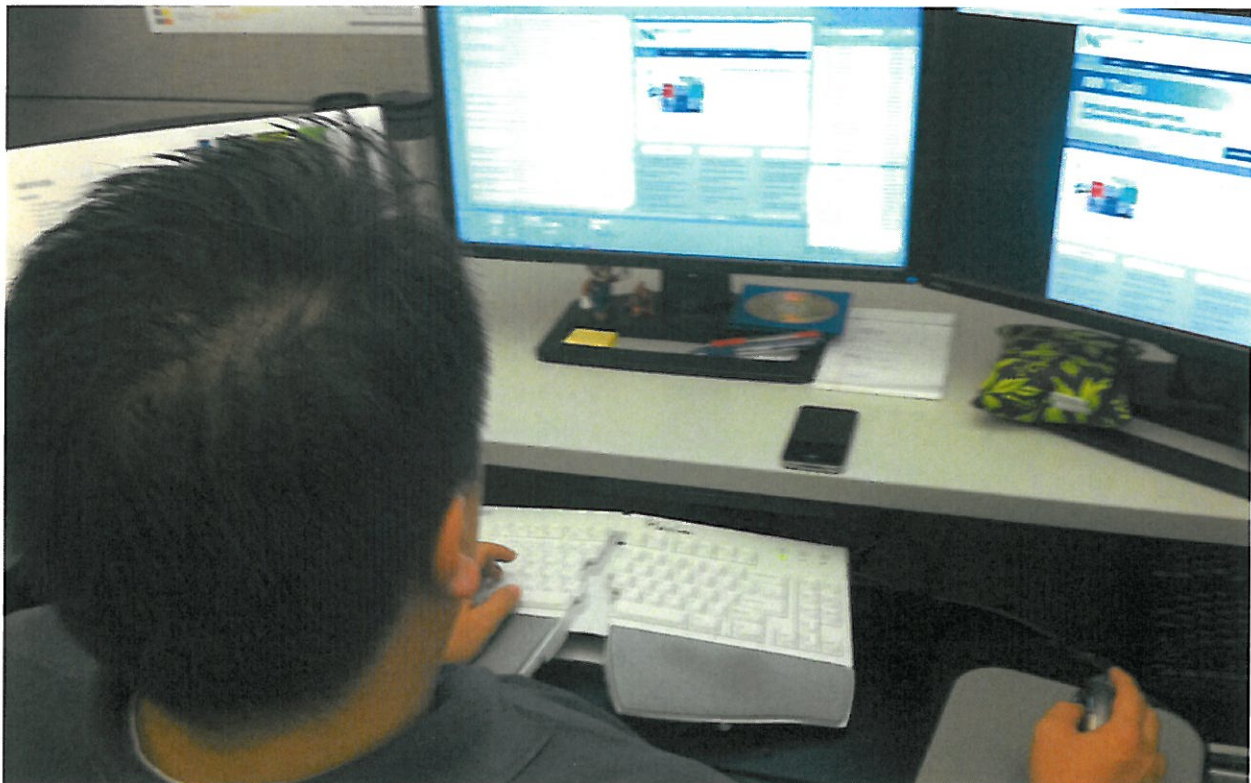
Before joining BlinkTag 2008, Trucy worked as a researcher at Lawrence Berkeley National Laboratory. She has since then translated her background in Civil and Environmental Engineering into a passion for web development and user experience. Trucy presents co-manages all projects with Brendan, and has developed particular expertise in graphic design, search engine optimization, social media and front-end web development. She has managed design projects for ARUP, the Bay Area Rapid Transit (BART), the Public Broadcasting Service (PBS), and 511Contra Costa. She co-manages all projects with Brendan, BlinkTag's co-founder. Trucy received her Master of Science in Civil and Environmental Engineering from the University of California, Berkeley.

Each of our proposed team members will have sufficient availability to meet the Core Planning Team's requirements for delivery of the scope of work during the period between October 2012 and July 2013. Given our firm's internal quality controls, we are confident that we will be able provide the requested deliverables on schedule and within budget per any future contractual agreement. If outside circumstances prevent our work from being completed on time or within budget, the project manger will outline the specific reasons for any delay or cost overrun and provide a detailed outline, schedule and budget needed to complete final deliverables.

TECHNOLOGY REQUIREMENTS FOR WEBSITE

Based on our understanding of the desired website for the Flagstaff Regional Plan, the project team has suggested that the website be created using WordPress as the content management system (CMS). The following features highlight the reasons WordPress is believed to be the optimal solution for this project.

- **Search engine optimization:** Based on the site's content and semantically structured HTML templates, WordPress can be prepared to be search engine friendly with the use of permalinks, pretty URLs, title and meta tags.
- **Compatibility:** WordPress sites are compatible across all currently popular web browsers, including current mobile web browsers.
- **Reliability:** WordPress is extremely popular and powers 22% of new, active websites in the U.S. Because of this, there are thousands of beta testers, hundreds of contributors, and millions of users. This also means that new releases go through rigorous testing before launching, and bugs and security issues are dealt with swiftly.
- **Free and open source:** WordPress is an open source platform and freely distributed and therefore has no related licensing costs.
- **Usability:** Above all, the advantage to using WordPress as our CMS of choice is that it's easy to learn and use. Adding and editing pages, uploading images, and even embedding videos is straightforward.



F. Value + Pricing Structure

F VALUE AN

The following budget template outlines the project costs. This information is supplemental to the proposal.

		Overhead
		Total
Task	Description	
1	Phase I	
1.1	Kick-off and Scope Refinement	
1.2	Review Style Guide and Information Sharing	
1.3	Technical Editing and Iterations	
1.4	Logo and Branding	
1.5	Document Template and Iterations	
1.6	Initial Document Layout and Printing	
1.7	Website Design and Wireframe	
1.8	Website Implementation and Training	
	Task Total	
2	Phase II	
2.1	Technical Editing and Iterations	
2.2	Document Layout and Production	
2.3	Website Updates	
	Task Total	
3	Phase III	
3.1	Technical Editing and Iterations	
3.2	Document Layout and Production	
3.3	Website Updates	
	Task Total	
PROJECT MANAGEMENT		
TOTAL HOURS		
TOTAL COST		

Direct Expenses	
	Travel
	Air Fare
	UNIT COST
	Hotel
	UNIT COST
	Per Diem
	UNIT COST
	Rental Cars and Gas
	UNIT COST
	Other Ground Transportation (Mileage, Transit Fares, Parking)
	UNIT COST
	Communication/Postage
	Printing/Reproduction/Supplies
	Website Content Entry
	Subtotal - Direct Expenses
	General & Administrative on Subcontractor Costs
Total Cost by Firm (Labor + Direct Expenses + G&A)	

Required Forms.

CITY OF FLAGSTAFF PURCHASING DIVISION
211 WEST ASPEN AVE.
FLAGSTAFF, ARIZONA 86001

REQUEST FOR PROPOSAL No. 2013-10
BUYER: Rick Compau, C.P.M., CPPO, CPPB
PH: (928) 213-2275, FX: (928) 779-7656

FIXED FEE/PRICE

Firm Fixed Fee/Price: \$ 59,300.00

PROPOSER'S REFERENCES Nelson\Nygaard

1. REFERENCES. Proposers shall submit references for municipal projects that are comparable in size, complexity, and scope of work sought by this RFP.

- The references should also demonstrate the Proposer's experience with the organizing of festival related events, especially with regard to what is being proposed in the Scope of Work outlined in this RFP document. The histories of such projects that they have completed, firm resumes and resumes of key personnel should also be included, as well as other information believed to demonstrate the indicated types of experience.
- All references should include the name, title, telephone number of both the current owner of the project and the owner of the project at time of work effort. Specific reasons for using the reference must also be provided.

Firm/Government Agency Name: City of Peoria, AZ	
Contact Person: David Moody	Phone: 623-773-7733
Title: Planning Director	Fax: N/A
Address: Municipal Complex 8401 W. Monroe Street Peoria, AZ 85345	E-Mail Address: David.Moody@peoriaaz.gov
Reason for Selecting as Reference: Geographic proximity to proposed project	
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: Peoria Multimodal Transportation Plan - Date: 2009-2011, Project Size: Phoenix metro area, Nelson\Nygaard Budget: \$334,000, Complexity, Scope and Duration: development of site plan for a transit center, transportation plan. 2 years. Attendance and Reviews of the Event: N/A	
Firm/Government Agency Name: Pinal County Public Works Department	
Contact Person: David Maestas	Phone: 520-866-6393
Title: Transportation Planner	Fax: 520-866-6006
Address: PO Box 727 Florence, AZ 85232	E-Mail Address: David.Maestas@pinalcountyz.gov
Reason for Selecting as Reference: Geographic proximity to proposed project	
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: Pinal County Transit Feasibility Study - Date: 2008-2010, Project Size: Pinal County, NIN Budget: \$173,000 Complexity, Scope and Duration: Population growth, Transit Feasibility Study, market analysis, public outreach, ridership forecasts, operating and capital cost estimates. 2 years. Attendance and Reviews: N/A	
Firm/Government Agency Name: Arizona Department of Transportation	
Contact Person: Jeff Meilbeck	Phone: work: 928-679-8909 cell: 928-220-2272
Title: NAIPTA General Manager and CEO	Fax: 928-779-6868
Address: 3773 N Kaspar Dr Flagstaff, AZ 86004	E-Mail Address: jmeilbeck@co.coconino.az.us
Reason for Selecting as Reference: -templates Similarity in project scope - graphic design - document production	

CITY OF FLAGSTAFF PURCHASING DIVISION
211 WEST ASPEN AVE.
FLAGSTAFF, ARIZONA 86001

REQUEST FOR PROPOSAL No. 2013-10
BUYER: Rick Compau, C.P.M., CPPO, CPPB
PH: (928) 213-2275, FX: (928) 779-7656

<p>Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: Flagstaff Five Year Transit Plan 2012 - Date: 2012-Present Total N\N Budget: 82,000, Design Budget: \$10,000 to date Complexity, Scope and Duration: Briefing book, work summary, draft service plan reports created using a document template and theme. 10 months to date. Attendance and Reviews of the Event: N/A</p>	
<p>Firm/Government Agency Name: Davenport in Motion Fact Book Design</p>	
Contact Person: Darrin Nordahl	Phone: 563-888-2252
Title: City Designer	Fax: 563-326-7736
Address: 102 E 2nd Street Davenport, IA 52801	E-Mail Address: dnordahl@ci.davenport.ia.us
<p>Reason for Selecting as Reference: graphic design Similarity in project scope - document production</p>	
<p>Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: Davenport in Motion Fact Book Design - Date: 2009-2010 Project Size: N/A, Budget: Total: \$300,000 Nelson\Nygaard book design: \$13,500, Complexity, Scope and Duration: logo creation, visual branding, templates in Word and Powerpoint. 1 year, Attendance and reviews of the Event: N/A</p>	
<p>Firm/Government Agency Name: Seattle Department of Transportation</p>	
Contact Person: Tony Mazzella	Phone: 206-684-0811
Title: Strategic Advisor	Fax: 206-615-0899
Address: 700 Fifth Ave, Suite 3900 Seattle WA 98104	E-Mail Address: tony.mazzella@seattle.gov
<p>Reason for Selecting as Reference: - branding/logo - graphic design Similarity in project scope - document production</p>	
<p>Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event: Seattle Transit Master Plan - Date: 2012, Project Size: N/A, Total N\N Budget: \$300,000 Design Budget: \$42,000 Complexity, Scope, and Duration: Expanded and enhanced existing project brand, document layout, customized graphics for the final Plan. 11x17 color bound document and meeting board deliverables. 1 year. Attendance and Reviews of the Event: N/A</p>	

PROPOSER'S REFERENCES BlinkTag, Inc.

1. REFERENCES. Proposers shall submit references for municipal projects that are comparable in size, complexity, and scope of work sought by this RFP.

- The references should also demonstrate the Proposer's experience with the organizing of festival related events, especially with regard to what is being proposed in the Scope of Work outlined in this RFP document. The histories of such projects that they have completed, firm resumes and resumes of key personnel should also be included, as well as other information believed to demonstrate the indicated types of experience.
- All references should include the name, title, telephone number of both the current owner of the project and the owner of the project at time of work effort. Specific reasons for using the reference must also be provided.

Firm/Government Agency Name: ARUP	
Contact Person: Nina Harvey	Phone: 212-229-2669
Title: Transportation Planner	Fax:
Address: 155 Avenue of the Americas, New York, NY 10013	E-Mail Address: nina.harvey@arup.com
	Reason for Selecting as Reference: Deployed Wordpress as CMS with heavy customizations
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:	
See attached	
Firm/Government Agency Name: Bay Area Rapid Transit	
Contact Person: Tim Moore	Phone: 510-464-7128
Title: Website Manager	Fax:
Address: 300 Lakeside Dr, Oakland, CA 94612	E-Mail Address: webmaster@bart.gov
	Reason for Selecting as Reference: Work with transit agency, backend, frontend, content
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:	
See Attached	
Firm/Government Agency Name: 511 Contra Costa	
Contact Person: Corinne Dutra-Roberts	Phone: 925-969-0841 x204
Title: Senior Transportation Analyst	Fax:
Address: 2300 Contra Costa Blvd, Ste 360, Pleasant Hill, CA 94523	E-Mail Address: corinne@511contracosta.org
	Reason for Selecting as Reference: Deployed wordpress as CMS, build custom dashboard

CITY OF FLAGSTAFF PURCHASING DIVISION
211 WEST ASPEN AVE.
FLAGSTAFF, ARIZONA 86001

REQUEST FOR PROPOSAL No. 2013-10
BUYER: Rick Compau, C.P.M., CPPO, CPPB
PH: (928) 213-2275, FX: (928) 779-7656

Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:	
See Attached	
Firm/Government Agency Name:	
Contact Person:	Phone:
Title:	Fax:
Address:	E-Mail Address:
	Reason for Selecting as Reference:
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:	
Firm/Government Agency Name:	
Contact Person:	Phone:
Title:	Fax:
Address:	E-Mail Address:
	Reason for Selecting as Reference:
Date, Project Size, Budget, Complexity, Scope and Duration, Attendance and Reviews of the Event:	

BlinkTag, Inc.

TripGenie – <http://tripgenie.org>

Firm/Government Agency Name: ARUP

Summary: BlinkTag built a 7-step visual guide that helps a user select their place type based on density, zoning, transit, street grid, sidewalk, bicycle and parking infrastructure information. BlinkTag imported ARUP's database of trip generation rates to inform the travel demand process with context-specific rates to more accurately predict the number and types of trips generated by diverse land uses. The project goal is to help planners, engineers, developers and public officials save money and resources from the over-allocation of road and parking space as they work to better plan places for people.

Date: 9/9/11 – 3/1/12

Project Size: N/A

Budget: \$7600

Complexity, Scope, and Duration

The interactive place type wizard helps users determine appropriate place types for their queries by answering some simple questions accompanied by illustrations and photos. Results of the queries are viewable on the web and easily exportable to excel for further analysis.

Services Provided: CMS setup, database setup, graphic design support, front-end web development, wordpress template creation, PHP development, Wordpress custom content-type development, front-end Javascript development, testing, browser compatibility

6 months

Client Reference:

Nina Harvey
Transportation Planner
ARUP
155 Avenue of the Americas, New York, NY 10013
212-229-2669
nina.harvey@arup.com

Attendance and Reviews of the Event: N/A

BlinkTag, Inc.

BART – <http://bart.gov>

Firm/Government Agency Name: BART

Summary: BlinkTag was hired to develop content, improve user interface and work on special projects for the Bay Area Rapid Transit (BART) System. In addition, BlinkTag worked with BART to develop a special purpose site called BARTable to showcase destinations, events and interesting things near BART stations.

Date: 9/1/11 – 9/1/12

Project Size: N/A

Budget: \$101,400

Complexity, Scope, and Duration:

BlinkTag built the BART Apps page, set up a way for developers to submit apps to BART, an automated twitter account that sends out BART service announcements and built out the BARTable site wireframes and graphic design concepts.

Services Provided: Systems admin, PHP development, front-end web development, Javascript development, user experience and user interface design, wireframes, graphic design, interactive mapping.

1 year

Client Reference:

Tim Moore
Website Manager
Bay Area Rapid Transit
300 Lakeside Drive, Oakland, CA 94612
510-464-7128
webmaster@bart.gov

Attendance and Reviews of the Event: N/A

BlinkTag, Inc.

511 Contra Costa - <http://www.511contracosta.org>

Firm/Government Agency Name: 511 Contra Costa

Summary: BlinkTag, Inc. was hired by 511 Contra Costa (511CC), a regional transportation advocacy agency serving a large suburban county in the San Francisco Bay Area. BlinkTag, Inc. designed and implemented a completely revamped website for the organization. Over the last four years, BlinkTag, Inc. has bolstered 511CC's online advocacy work and grassroots marketing through consistent, innovative and engaging social media work across Twitter, Facebook, the 511CC blog, and Foursquare.

Date: 9/1/07 – 9/1/12

Project Size: N/A

Budget: \$185,169

Complexity, Scope, and Duration:

Key Feature: A lightweight WordPress template built entirely using HTML, CSS and Javascript and employing cutting-edge graphic design for site elements, integrating various forms of social media.

Recognition: In October 2011 511CC was recognized by the Mayor of the City of Oakley, CA for the physical and online services it provides to the community. In March 2010 511CC was mentioned alongside the EPA, BAAQMD and PG&E as organizations who effectively use Twitter to spread information and environmental awareness.

Services: Provided: Systems admin, PHP development, front-end web development, Javascript development, user experience and user interface design, graphic design, interactive mapping, Python development, OpenStreetMap API, Google Maps API, Social Media

5 years

Client Reference:

Corinne Dutra-Roberts
Senior Transportation Analyst
511 Contra Costa
2300 Contra Costa Blvd, Ste 360, Pleasant Hill, CA 94523
925-969-0841 x204
corinne@511contracosta.org

Attendance and Reviews of the Event: N/A

EXCEPTIONS, CONFIDENTIAL AND ADDITIONAL MATERIALS

Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document.

Exceptions (mark one):

☐ No exceptions

☒ Exceptions taken (Describe. Attach additional pages if needed)

Please see attached contract exception memo.

Confidential/Proprietary Submittals (mark one):

☒ No confidential/proprietary materials have been included with this offer

☐ Confidential/Proprietary materials included. Proposers should identify below any portion of their offer deemed confidential or proprietary (see Standard Terms and Conditions, section **titled Confidential Information**). Identification of such materials in this section does not guarantee that disclosure will be prevented but that the item will be subject to review by the Proposer and the City prior to any public disclosure. Requests to deem the entire offer as confidential will not be considered.

Additional Materials submitted (mark one):

☒ No additional materials have been included with this offer

☐ Additional Materials attached (Describe. Attach additional pages if needed)



MEMORANDUM

To: Whom It May Concern

From: Paul Jewel, Principal and Chief Operating Officer

Date: September 27, 2012

Subject: RFP Exceptions

To Whom It May Concern,

I have reviewed your RFP's standard agreement and have one proposed change. Nelson\Nygaard does not own any autos and would like to remove the word "owned" from Section 6.A.1 and any other insurance requirements. We have non-owned, rented, and hired auto coverage provided via endorsement to our General Commercial Liability policy with limits of \$2,000,000 Combined Single Limit.

Sincerely,

Paul A. Jewel
Principal and Chief Operating Officer

PROPOSER QUESTIONNAIRE

Company Legal/Corporate Name: Nelson\Nygaard Consulting Associates, Inc.

Doing Business As (if different than above): _____

Address: 116 New Montgomery Street, Suite 500 (Headquarters)

City: San Francisco State: CA Zip: 94105 -

Phone: 415-284-1544 Fax: 415-284-1554

E-Mail Address: pjewel@nelsonnygaard.com Website: nelsonnygaard.com

Taxpayer Identification Number: 58-2592493

Remit to Address (if different than above):

Address: _____

City: _____ State: _____ Zip: _____ -

Contact for Questions about this proposal:

Name: Paul Jewel Fax: 415-284-1554

Phone: 415-284-1544 E-Mail Address: pjewel@nelsonnygaard.com

Day-to-Day Project Manager (if awarded):

Name: Paul Supawanich Fax: 415-284-1554

Phone: 415-284-1544 E-Mail Address: psupanawich@nelsonnygaard.com

Sales/Use Tax Information (check one):

☒ Proposer is located outside Arizona (The City will pay use tax directly to the AZ Dept of Revenue)

☐ Proposer is located in Arizona (The Offeror should invoice the applicable sales tax and remit to the appropriate taxing authorities)

State Sales Tax Number: _____

City Sales Tax Number: _____ City of: _____, AZ

☐ Certified Small Business Certifying Agency: _____

☐ Certified Minority, Woman or

Disadvantaged Business Enterprise Certifying Agency: _____

Credit References: Provide the name and telephone number of at least three organizations that your company deals with on an on-going basis.

A. Company Name Wells Fargo

Contact & Phone Number Karen Y. Chen 800-225-5935

B. Company Name Copy Central

Contact & Phone Number 510-655-1906

C. Company Name Broad Street/Verde Pacific Realty

Contact & Phone Number Liz Ojakian 510-337-7999

Insurance - Name of insurance agent that will provide the specified coverages.

Marina Associates Ins Agency/PHS PO Box 33015 San Antonio, TX 78265

List any other information that may be helpful in determining your qualifications including sub-contracts to be utilized, if any.

Nelson\Nygaard Consulting Associates, Inc. is distinguished by its commitment to planning transportation systems and identifying mobility improvements that help build and support vibrant, sustainable communities. Our Creative Services department integrates graphic design, website design, print production, branding, and cartography exclusively for transportation related projects. Subcontractors to be utilized on this project include BlinkTag, Inc. BlinkTag is a full service web development firm with experience in graphics, content, database management, web programming, mapping, and data management.

Additional Information required:

- a. Year firm was established (include former firm names and year each applied).
- b. Identify the country and state in which the firm was incorporated or otherwise organized.
- c. Type of ownership and parent company and subsidiaries, if any. Include dates of any corporate mergers and/or acquisitions including all present and former subsidiaries with dates of any and all re-structuring since the founding date.
- d. A narrative description and organization chart depicting the management of the Proposer's organization and its relationship to any larger business entity.
- e. A description of the overall operations of the Proposer, the number and scope of other projects currently ongoing or set to begin in the near future.
- f. A narrative description of Proposer's familiarity with and prior operating experience in Arizona or the Southwestern United States.
- g. Provide, at Proposer's option, any additional information not specifically listed above which demonstrates the qualifications of the Proposer to perform the scope of work specified in this RFP.

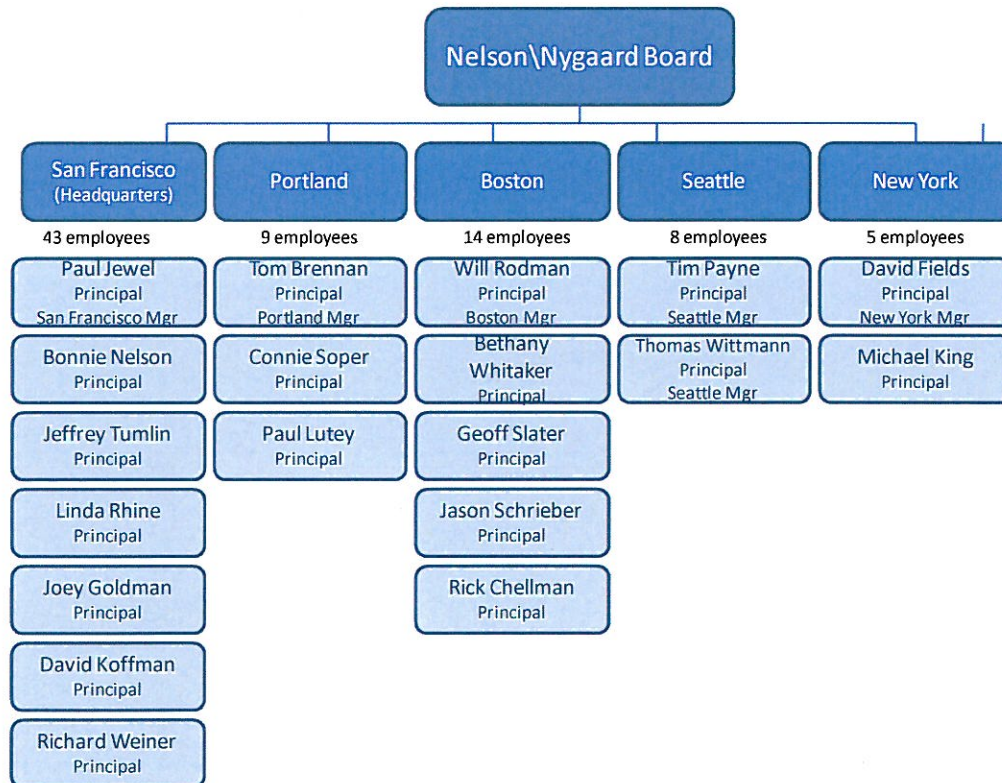
For additional information, please see attached.

ADDITIONAL INFORMATION

- a. Nelson\Nygaard is a financially stable firm on a path of managed growth. Since being founded as a partnership 20 years ago in 1987, the firm has grown to a full-time staff of 75 people throughout the company's five operation centers.
- b. Nelson\Nygaard was incorporated in California, USA.
- c. Nelson\Nygaard was founded as a partnership in 1987. In 2001, Nelson\Nygaard became a privately owned "S" corporation.
- d. Nelson\Nygaard's corporate officers include:

Bonnie Nelson	President
Linda Rhine	Vice President
Paul Jewel	Chief Operating Officer
Jeffrey Tumlin	Secretary
Richard Weiner	Principal

Nelson\Nygaard's corporate structure:



- e. Our client list exceeds 1000, and we currently have around 235 active projects across the United States.

City of Flagstaff
Proposer Questionnaire Attachment

- f. Nelson\Nygaard has been involved with numerous projects in Arizona over the past several years including work in the Greater Phoenix area coupled with projects in less urban areas such as Flagstaff and Sedona. These projects have been in coordination with clients at various levels including city governments, regional planning organizations and the Arizona Department of Transportation. This range of experience has given us insight to planning processes and funding within the State of Arizona.
- g. Nelson\Nygaard works with out-of-state clients on an everyday basis and has a suite of tools that makes communication, idea-collaboration and document sharing easy and simple. We have worked with numerous clients using our in-office video-conferencing system, teleconferencing, and screen sharing solutions which have allowed us to be on-call for a meeting or discussion at a moment's notice. Furthermore, we believe that our team's location in San Francisco gives our proposed web team access to some of the latest tools and innovation in the industry. Despite being an out of state proposer, we can offer unmatched service and responsiveness even compared to those proposing locally.

APPENDIX B PROPOSER DISCLOSURE FORM

Information required to be solicited pursuant to City Code Section 1-20-001-0004.D

In accordance with City Code Section 1-20-001-0004, all Proposers are required to complete and sign the following checklist. For any item checked YES, you must provide as complete an explanation as possible on one or more attached sheets, including dates, company name(s), enforcing authority, court, agency, etc. Answering YES to one or more questions does not necessarily mean that you will be disqualified from this Proposal. **HOWEVER, FAILURE TO PROVIDE TRUE AND COMPLETE INFORMATION MAY RESULT IN DISQUALIFICATION FROM THIS PROPOSAL AND OTHER CONTRACTS FOR THE CITY OF FLAGSTAFF.** A copy of City Code Section 1-20-001-0004 may be obtained from the City of Flagstaff Purchasing Department.

Has your company or any affiliate* of your company, in the past 5 years, (i) had a permit revoked or suspended, (ii) been required to pay a fine, judgment or settlement of more than \$100,000, (iii) been convicted of a criminal offense (including a plea of guilty or *nolo contendere*), (iv) been found in contempt of court, or (v) been debarred, disqualified or suspended from submitting proposals on public contracts, as a result of or in connection with any of the following:

1. Any offense indicating a lack of business integrity or honesty, including fraud, bribery, embezzlement, false claims, false statements, falsification or destruction of records, forgery, obstruction of justice, receiving stolen property, theft, or price fixing, Proposal rigging, restraint of trade or other antitrust law violation?

YES _____ NO X _____

2. Violation of the terms of any public contract?

YES _____ NO X _____

3. Failure to pay any uncontested debt to any government agency?

YES _____ NO X _____

4. Violation of any law or regulation pertaining to the protection of public health or the environment?

YES _____ NO X _____

*An "affiliate" of your company means any person, company or other entity that, either directly or indirectly (for example, through stock ownership by family members), controls, is controlled by, or is under common control with, your company.

I hereby verify that the foregoing information, and any explanation attached are to the best of my knowledge, true and complete.



Signature

Principal
Title

September 25, 2012
Date

NON-COLLUSION AFFIDAVIT

State of CALIFORNIA)
County of SAN FRANCISCO) ss.

RICHARD WEINER, affiant,

states that I am the PARTNER
(Title)

of NELSON/NYGAARD CONSULTING ASSOCIATES, INC.
(Contractor/Proposer)

and I am authorized to make this affidavit on behalf of my firm, and its owners, directors, and officers. I am the person responsible in my firm for the price(s) and the amount of this bid.

I state that:

- The price(s) and amount of this bid has been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.
- Neither the price(s) nor the amount of this bid, and neither the approximate prices(s) nor approximate amount of this bid, have been disclosed to any other firm or person who is a bidder or potential bidder, and they will not be disclosed before bid opening.
- No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract, or to submit a bid higher than this bid, or to submit any intentionally high or noncompetitive bid or other form of complementary bid.
- The bid of my firm is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive bid.
- NELSON/NYGAARD CONSULTING ASSOCIATES, INC., its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by state or federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract.

[Signature]
PARTNER
(Title)

Subscribed and sworn to before me

this 25TH day of SEPTEMBER, 2012

[Signature]
Signature of Notary Public



OFFER

TO THE CITY OF FLAGSTAFF:

The undersigned hereby offers and agrees to furnish the material, service, or construction in compliance with the RFP Package. Signature also certifies understanding and compliance with "Certification" as defined in Article 1 of the "Standard Terms and Conditions" of this Agreement.

For clarification of this offer, contact:

Name: Paul Jewel Phone: 415-284-2544 Fax: 415-285-1554

Company Name: Nelson\Nygaard Consulting Associates, Inc

Address: 116 New Montgomery Street, Suite 500

City, State, Zip: San Francisco, CA 94105



Signature of Person Authorized to Sign Offer

Principal Title

Richard Weiner

Printed Name

September 25, 2012

Date

38) Who or whom will be responsible for managing and coding the back end of the website?
The web designer will code the back end of the website. City staff will input / post data at regular intervals (monthly, quarterly, annually).

39) We are interested in responding to the above but wanted to clarify whether the website you require is to be newly created with the intention to include all 200 pages? The website will not include any pages, but information deemed necessary to share the vision and information. A non-pdf website is desired, one that is interactive. Please see answers to 3a) above.

40) Also with regard to the technical editing, am I correct to assume final decision on edits and copy will be the responsibility of the successful company? Final decisions for edits in the final product (final draft for voter ratification) is at the sole discretion of City Council and the County Board of Supervisors. These decisions will be in writing, through meeting minutes, and communicated to the successful company via the project manager, planning staff. Edits during the process will be a collaborative effort between the editing team (successful company) and the project manager of the planning staff. The editing team is being looked to for your expertise.

The balance of the RFP package shall remain the same. All proposers are to acknowledge receipt of this addendum by signing and submitting along with their proposal response.

Nelson \ Nygaard Consulting Associates, Inc.

Name of Firm



Authorized Signature

Sep. 25, 2012

Date

